



PGDITM / ADITM – SEM III  
PGDMM – SEM IV

**Subject: - MANAGEMENT OF MARKETING COMMUNICATION  
AND ADVERTISING**

**Date: - 09/01/2010 -- Marks: 100 -- Time:-3pm To 6pm -- Duration:-3Hrs**

**Instructions:**

Candidates should read carefully the instructions printed on the question paper and on the cover of the answer Book, Which is provided for their use.

**NB: 1.** Answer to each new Q and sub-question to be started on a fresh page. **2.** Figure in brackets indicated full Marks.

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**Answer any five questions (all questions carry equal marks)**

- 1) Assuming that you are a manufacturer of soft drinks, Explain the difference, and how you would go about:
  - a. Communication towards Consumers
  - b. Communication to Marketers (Channel partners / distributors).
  
- 2) A small restaurant in Mumbai is planning to open a large restaurant chain across Mumbai, and few towns in western India. The restaurant would focus on south Indian cuisine. Do a SWOT analysis for the business and chart out a communications plan to reach out a communications plan to reach out to its right audience.
  
- 3) Explain the current of 'Reach and Frequency' with respect to media planning. How are these two optimized for a media plan?
  
- 4) Describe in detail what constitutes a media strategy for a company. How will a media strategy for Tractors be different from that of a personal computer?
  
- 5) Explain how television medium has changed in India over a period of last 20years. How has it impacted the media plan of advertisers? What in your opinion, is the future of this medium in India?
  
- 6) What are the Media characteristics, and when would you use :
  - a) News paper
  - b) Magazine
  - c) Radio

- 7) What is Integrated Marketing Communications? Why is it that we need more than one medium and more than one vehicle within a medium to have an effective campaign?
- 8) Explain the structure of a basic advertising agency .Explain the workflow within an advertising agency assuming that the client is an old bank changing its identity to show a newer image.
- 9) What in your opinion is creativity? Explain the process of bringing creativity for the use of Commercial Communication. How exactly would an ideal creative agency work for its client?
- 10) "Public Relations has helped make and break brands in today's media savvy world"- Critically analyze and comment on this statement.

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**SVKM's NMIMS UNIVERSITY**  
**Department of Distance learning**

**Management of Marketing Communication and Advertising**

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**Marks: 100**

**Time: 3 Hours**

9/1/2010

3 to 6 pm

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  - a. Communications towards Consumers
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- 2) A small restaurant in Mumbai is planning to open a larger restaurant chain across Mumbai, and few towns in western India. The restaurant would focus on South Indian cuisine. Do a SWOT analysis for the business and chart out a communications plan to reach out to its right audience.
- 3) What do you understand by the term "Social Media" in the Internet Communication Space. Do you think it is critical for Brand and Marketing Managers to understand this space going ahead?
- 4) Describe in detail what constitutes a Media Strategy for a company. How will a media strategy for Tractors be different from that of a Personal Computer?
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Explain the concept of 'Reach' and 'Frequency' with respect to media planning. How are these two optimised for a media plan?

- 9) What in your opinion is creativity? Explain the process of bringing creativity for the use of Commercial Communication. How exactly would an ideal creative agency work for its client?
- 10) "Public Relations has helped make and break brands in today's media savvy world" – Critically analyze and comment on this statement.
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